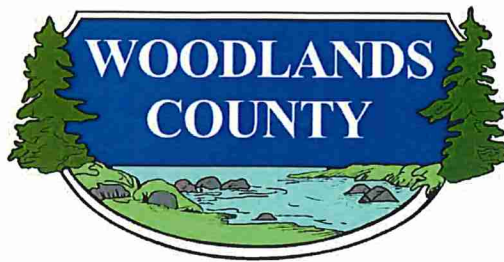


**Recreation and Arts
& Culture
Grant Program
Applicant's Guide**



Recreation and Arts & Culture Grant Program Applicant's Guide

OVERVIEW

The purpose of this guide is to provide direction for filling out your application. Follow the guide carefully to ensure that your organization provides the necessary information so your application may be processed in a timely manner. Applications for both the Recreation and Arts & Culture grants are due by noon the last Friday in March. No exceptions. If there is a surplus of funds after the first intake, a second intake will be announced and applications will be accepted by noon on the second Friday in September.

This guide is based on Policy 7006 and the Application Assessment Tool; these documents are found on our website or may be obtained by contacting the Woodlands County office. We suggest you read over Policy 7006 and the Assessment Tool before filling out your application. These documents will demonstrate what must be in your application and how it will be assessed prior to any approval.

Make sure you have included all documents required based on Policy 7006.

Please submit a separate application per project. Multiple applications per community group will be accepted.

Completed applications may be mailed or be delivered to:

Woodlands County
Attention: Recreation and Arts & Culture Grant
Box 60
Whitecourt, Alberta
T7S 1N3

If you have any questions or if you need assistance filling out the application please contact the Parks & Recreation Department at 780-778-8400 or email: heather.anderson@woodlands.ab.ca

More information may be found on our website: woodlands.ab.ca

Each category is weighted by an amount out of 100 and is based on your explanation of your project.

1. Project (event, program or initiative) Description and Details (35 / 100 points)

Clear purpose of project (10 points)

In your application, tell us WHY you want to do this project and WHO will benefit. What is the purpose? For example: *You want to have a cooking class that is taught by seniors to decrease their isolation and increase their socialization.*

Project outlined and explained clearly (10 Points)

Tell us HOW you will accomplish this project. Provide us with a breakdown of everything you plan to do from beginning to end. Be sure to specify if this will be held only once, multiple times over the course of a year or if you plan on it becoming an annual project. It is important to provide as many details as you can, but be clear. Using bullets to list actions and steps might help you keep things concise.

Does this project target children youth or seniors? (10 points)

The target participant for your project should be children, youth or seniors as priority will be given to applications that included these age groups. Consideration of adult program funding requests may be considered at the committee's discretion.

Is this project new or unique to this area? (5 Points)

We want to hear if this is a new project or an opportunity that fills a need in your community that is not already being offered in the surrounding area. Tell us what makes this project so special to your community.

2. Project Costs (20 / 100 points)

Does the application include an itemized budget? (5 Points)

It is crucial to the success of any project that you develop an itemized budget. Your budget will demonstrate the validity of your project. You must attach the itemized budget you have developed for your project. List your revenue, then expenses and then what your bottom line is (revenue-expense).

Does this project demonstrate a financial need? (5 Points)

You need to show that you need financial assistance. Are your project costs going to exceed any revenue? This will demonstrate that you can't afford to offer this project to your community without grant funding. If you have enough money in the bank that would cover all costs but have other plans for that surplus, tell us here. Make sure you have attached your organizations financial statements.

Does the applicant list other sources of funding and / or revenue? (5 Points)

It is important to plan for other alternatives for your revenue and not rely on one source of funding. Tell us what your potential revenue sources are (grants from other sources, sponsorships, donations)

Is there a cost to the participant? (5 Points)

As nice as it would be to offer opportunities with no cost to the participant it is not realistic. Cost recovery is a vital part of your projects success. Participants value opportunities that they have financially invested in. When calculating a cost for participants, take into account your expenses to offer this project (this is where your itemized budget becomes very handy!) A simple way to calculate a cost per participant is to take your total expenses and divide by the number of people that you want to participate. **For example:** *For your senior's cooking class you can accommodate 25 participants and your expenses for everything (facility rental, supplies, ect.) are \$1000. \$1000 divided by 25 is \$40.* You may want to take into account any financial barriers of your target participants and lower the cost and use funding to subsidize the cost or increase it a small amount and make plans for the surplus.

3. Benefits, Measurables and Outcomes (35 / 100 points)

Does the project benefit the residents of Woodlands County? (10 Points)

(increased fitness, decreased isolation, active lifestyle activities, community building, arts & culture experiences, skills development)

We are looking to see if the project you are planning will benefit our residents. Make sure your application demonstrates HOW participants will benefit. Your project may have multiple benefits so list as many as you think your project covers.

A survey of your participants after they attend your project is a great way to evaluate what the benefit was so you can use that information for future applications for funding. Did they learn a new skill? Did they connect with other community members?

Are the measurables clear and concise? (5 Points)

Tell us how you will measure the success of your project. What are your goals? Who benefited and how? For example: *In your rural community you have a large senior's population. Many have isolation issues and/or transportation issues. Your goal is to have 75% of your cooking class participants to be seniors from your community.*

Are the outcomes attainable and realistic? (10 Points)

Of course an obvious outcome is that you have 100% attendance but is that attainable and realistic? If your community only has 500 people, will you get 2000 attending your event? Make sure you have demonstrated in your application that your goals are achievable.

Does the project support and align with the Parks & Recreation Master Plan? (5 Points)

Woodlands County adopted a Parks & Recreation Master Plan in 2017. The Master Plan #1 Strategic priority was a Recreation Planning Foundation. Make sure your project application links to one of the goals listed in this document. A copy is attached to this guide. The entire Master Plan may be downloaded from website at woodlands.ab.ca or you can obtain a copy at the Woodlands County office.

Does the project have a sustainability plan for future years without funding? (5 Points)

One of the goals of your project should be to eventually be self-sustainable and not rely on funding for consecutive years. Your application should demonstrate how you plan to sustain it if you plan to do it annually. **For example:** *Your group plans to take a percentage of any surplus funding and apply it to the next year.*

4. General (10 / 100 points)

Amount of volunteers and “in kind” support (5 Points)

Your application requires you to list your Board Members and Executive as well as a list of volunteers and their “in-kind” hours (donated labour, equipment or materials). Use the following to calculate the dollar value:

Percentage (%) of participants residing in Woodlands County (5 Points)

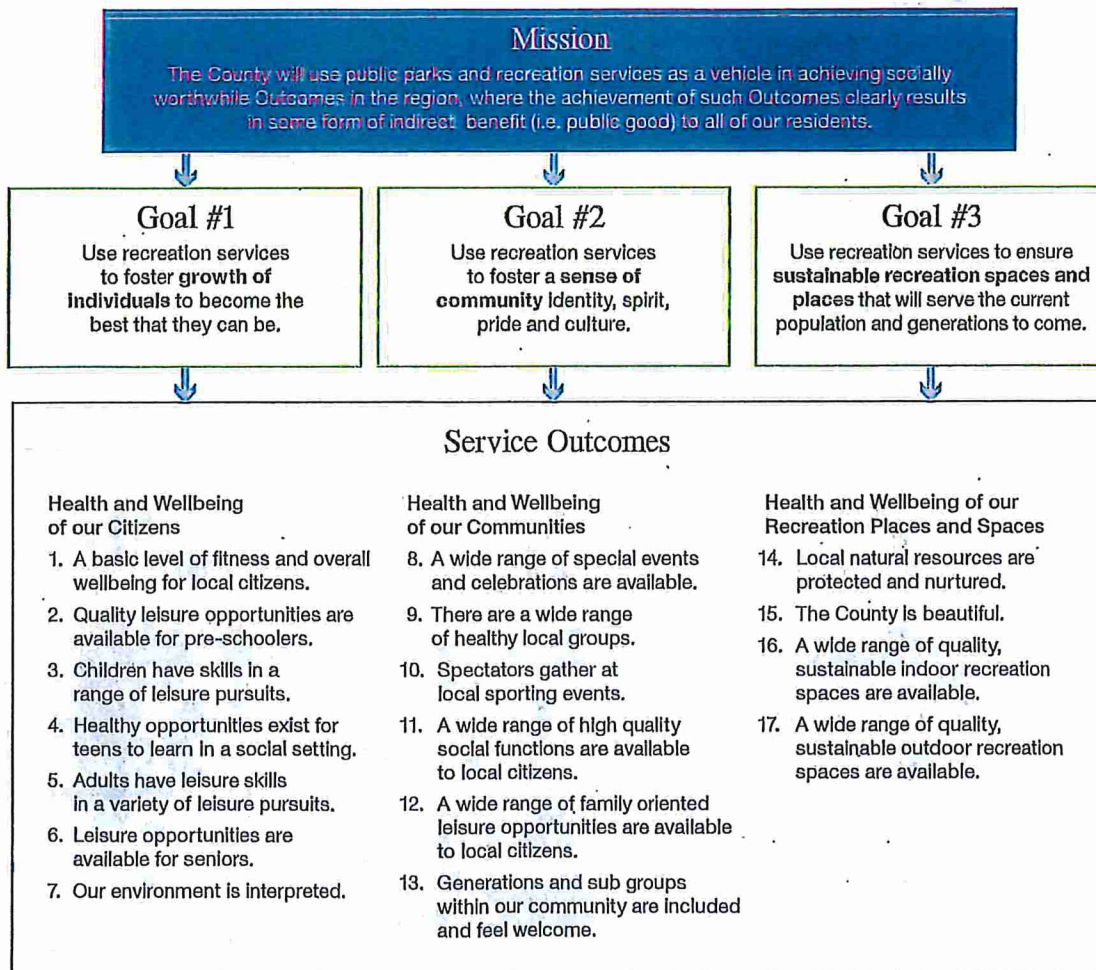
We expect your application to demonstrate that your project is targeting mainly Woodlands County residents, although we do encourage your organization to attract from outside our community a majority **MUST** be residents of Woodlands County. Provide us with what percentage of Woodlands County residents you expect to participate in your project.

SECTION THREE

Recreation Planning Foundation

During a workshop with County Council and its Community Services Committee on August 11th 2016, and subsequent discussions, a basis for long range planning evolved as a foundation for planning public recreation services in Woodlands County. It consists of a Mission Statement, three Goals, seventeen Service Outcomes, and three overarching Principles which will drive decision making, set priorities and enhance accountability. The following graphic provides an overview of this foundation and subsequent text explains it. This foundation is often referred to as the "Benefits Based Approach" to planning.

It should be noted that this framework builds on and refines the goals and principles outlined in "A Framework for Recreation in Canada 2015: Pathways to Wellbeing" and the Active Alberta Policy; it is also consistent with past planning efforts related to recreation throughout the Woodlands County region.



Mission Statement

All decisions about recreation services are anchored in the following underlying premise. **The County will direct its efforts toward achieving the greatest "public good" possible in return for the investment of limited available public resources designated by Council each year.** The following Mission Statement is based on and consistent with the foundation statement above.

The County will use public parks and recreation services as a vehicle in achieving socially worthwhile Outcomes in the region, where the achievement of such Outcomes clearly results in some form of indirect benefit (i.e. public good) to all of our residents.

Goals

The following three Goals add direction to and are consistent with the Mission Statement above. They represent what the County should adopt to direct the delivery of parks and recreation services.

1. **Use recreation services to foster growth of individuals to become the best that they can be.** Parks and recreation services in the County can and do help individuals to grow physically, emotionally, morally and creatively and help them to be as good as they can be. Where County support is needed to ensure such success, it will be considered within the cost/benefit framework referred to above. Healthier, more responsible citizens will clearly benefit the entire community.
2. **Use recreation services to foster a sense of community identity, spirit, pride and culture.** Parks and recreation services in Woodlands can be used as a vehicle to connect local citizens more positively to their community or communities and enhance their sense of living, working and playing within those communities. Where such Initiatives require County support, it will be considered in terms of the amount of public good created in relation to the cost to the taxpayers. The success of such Initiatives will clearly benefit all citizens.
3. **Use recreation services to ensure sustainable recreation spaces and places that will serve the current population and generations to come;** Indoor and outdoor recreation areas need to be provided in a such a manner that current future generations can sustain them economically, environmentally, and socially. To the extent that public support is required to make such assurance, the County will invest prudently in the long term evolution of such spaces.

Service Outcomes

The following seventeen Service Outcomes are consistent with the three Goals described in the previous section. They may be considered as specific public goods under which the goals can be measured. All public parks and recreational Initiatives directed toward achieving the three goals could be categorized under one or more of these seventeen Service Outcomes. Six of the Services Outcomes (#12: Family Leisure Opportunities, #4: Social Opportunities for Teens, #1: Basic Level of Fitness, #9: Healthy and Supportive Local Groups, #13: Subgroups are Included and Welcome) were highlighted by County Council and the Community Services Committee to be particularly focused on during the development of the Recreation Master Plan.

Health and Wellbeing of our Citizens

1. **A basic level of fitness and overall wellbeing for local citizens.** Fitness, in this context, is used broadly as a synonym for wellness, and refers to mental and emotional, as well as physical fitness. The fitness level of every resident of the community should be increased at least to a pre-determined minimum level with opportunities available for progress beyond this point.
2. **Quality leisure opportunities are available for pre-schoolers.** An opportunity should exist for every pre-school-aged child to participate with other children in a variety of leisure experiences, in order to:
 - » Expose the child to social settings
 - » Foster gross motor development
 - » Provide a generally happy and satisfying atmosphere where growth can occur
 - » Teach basic safety skills and attitudes
 - » Celebrate their natural creative tendencies
3. **Children have skills in a range of leisure pursuits.** A wide variety of leisure pursuits in such areas as sport, performing arts, visual arts, outdoor nature oriented skills, and hobbies, should be identified, and basic skill level instruction in each should be provided for school aged children in order to:
 - » Provide exposure to skills which may form the basis for enjoying lifetime leisure activities
 - » Contribute to gross motor and fine motor physical development
 - » Provide social settings in which social, moral, and emotional growth can be fostered
 - » Provide the basis for leisure education (i.e. the teachings of the benefits of and wise use of leisure time).

Opportunities should be provided for those children who wish to further develop their interest and skills in a wide variety of leisure pursuits beyond the basic level. Other agencies (e.g. the school system) may provide skill instruction in some areas, with the County filling the gaps.

4. **Healthy opportunities exist for teens to learn in social setting.** The maturing from youth to adult that occurs during teenage years is often a critical time in the life of an individual. It is also a time which individual difficulties may result in severe social problems. Hence, opportunities should be provided for teens to:
 - » Learn about themselves and how they will react to various social settings and pressures
 - » Develop positive social/emotional/moral skills, principles and convictions
 - » Develop positive leisure lifestyle patterns which will remain with them through adulthood.
5. **Adults have leisure skills in a variety of leisure pursuits.** Opportunities should be provided in a wide range of leisure endeavors and hobbies for adults who wish to be exposed to such endeavors and learn some basic skills in each. Opportunities should be provided for those adults who wish to further develop their interests or abilities in a wide variety of leisure pursuits.
6. **Leisure opportunities are available for seniors.** Opportunities should be provided for senior citizens to participate in the leisure activities of their choice in order to:
 - » Maintain overall fitness levels
 - » Maintain social contacts and continue to be involved in social environments
 - » Provide a continuing sense of worth and meaning of life through continuing personal growth
7. **Our environment is interpreted.** Opportunities should be provided for every local resident to learn about, understand, relate to and experience all aspects of his/her environment.



Health and the Wellbeing of our Communities

8. **A wide range of special events and celebrations are available.** Special events (e.g. carnivals, fairs, and the like) can be contributed to a feeling of community identity and spirit. Therefore, the County should be involved in supporting special events to the extent necessary to ensure this Outcome is realized.
9. **There are a wide range of healthy local groups.** Local clubs, groups and agencies are and will be organizing and sponsoring leisure opportunities. The "people doing things for themselves" aspect of such groups is socially worthwhile and desirable. The County should support such groups in their efforts. Support may occur in a number of ways, including subsidized access to facilities, provision of public land, assistance in problem solving or help with promotion.
10. **Spectators gather at local sporting events.** Community identity, spirit and culture can be fostered through the environment generated by spectators at athletic events. In such events, sport can be closely linked with community identity and pride. Because of this, opportunities should be provided for spectator experiences at athletic events. The County may have a role to play in ensuring such opportunities exist.
11. **A wide range of high quality social functions are available to local citizens.** Because social functions are a valuable vehicle to use in developing community cohesion and identity, the County should strive to ensure that such opportunities exist.
12. **A wide range of family oriented leisure opportunities are available to local citizens.** The family unit is an integral building block of community growth. Opportunities should be provided for families to pursue leisure as a family unit.
13. **Generations and subgroups within our community are included and feel welcome.** Community growth can be fostered through increased contact between people of varying age groups within the community. The more contact and interchange between seniors and younger adults and children, the greater the potential for community growth. Therefore, in the provision of leisure services, attempts should be made to provide such contact and interchange between seniors and younger residents with a view toward transmitting cultural heritage across the generations.

Community growth can further be fostered through an integrative mixing of various ethnic groups so that each better understands and appreciates the difference and strengths of the other. Multicultural recreation and cultural services can be used as a vehicle in making the community more cohesive.

Community growth can also be fostered by integrating various groups of people with special needs into mainstream programming. Whether individuals have physical, emotional or mental special needs, recreation can be used as a leveling and integrative force.

Health and Wellbeing of our Recreation Places and Spaces

14. **Local natural resources are protected and nurtured.** The protection of natural features, vistas and natural phenomenon and the provision of public access to such features will contribute to a greater understanding of and pride in the community and, therefore, contribute to an enhanced sense of community.
15. **The County is beautiful.** The extent to which a community is seen by its residents as being visually pleasing is directly related to the potential for creating community identity, spirit and culture. Therefore, to make a community more beautiful is a worthwhile social objective worthy of County support if necessary.
16. **A wide range of quality, sustainable indoor recreation spaces are available.** Whatever indoor recreation spaces are required to further the three Goals need to be sustainable over the long term. Typically, this requires local government coordination, monitoring, support and funding.
17. **A wide range of quality, sustainable outdoor recreation spaces are available.** Whatever outdoor recreation areas are required to further the three Goals need to be sustainable over the long term. Typically, this requires local government coordination, monitoring, support and funding.

Overarching Concepts

It is important to note three overarching concepts which apply to the achievement of all 17 of the above Service Outcomes.

1. Firstly, all the Service Outcomes are in jeopardy if local citizens don't know about how to access existing recreation opportunities. Therefore, the County should ensure that all local citizens are aware of all leisure opportunities that are available to them and how to gain access to each opportunity.
2. Secondly, it is important to realize that the above Service Outcomes apply to opportunities for all citizens regardless of ability skill level, ability to pay or any other possible barrier to access. It is not good enough to simply provide opportunities and hope that people will take advantage of them. It is important to proactively ensure that barriers to access are reduced as much as is reasonably possible.
3. Thirdly, serving residents equitably does not mean treating everyone the same. In order to equalize opportunity, the County might have to invest in some communities more than others.

In order to achieve the above, the County will provide leadership and coordination where necessary. It may also provide services directly where no other agency is able or willing to provide the service and the need is great. Or, it may support others to provide services.

Guidelines

The following six guidelines constitute overarching considerations that will influence how the strategic directions will be implemented.

1. **Public good.** The County should become involved in the delivery of recreation services only if and to the extent that a "public good" can be demonstrated (i.e. as measured by the seventeen Service Outcomes and the three Goals above). In the process of becoming involved, the County should work with and through community groups and the private sector wherever possible.
2. **Supporting others.** All other things being equal, the County should facilitate and support others to provide the services rather than providing the services directly.
3. **All abilities.** Services should be provided to people at all levels of ability from the most talented participants to people with special needs. However, cost benefit considerations may dictate providing more assistance to the large numbers of people at basic skill levels and below.
4. **Variety of services.** All other things being equal, the County should put more emphasis on the variety of leisure services rather than the quantity of leisure services when increasing or reducing service levels.
5. **Quality of services.** All other things being equal, the County should put more emphasis on quality of service than on quantity of service when increasing or reducing service levels.
6. **Removing barriers.** The County should attempt to reduce or remove any barriers to public participation in leisure services including financial barriers.

